

We are committed to—

PROVIDING EFFECTIVE AND RESPONSIVE IMMUNIZATION EDUCATION AND INFORMATION

The National Immunization Program (NIP) helps health departments, physicians, nurses, and other health care providers attain the knowledge and skills needed to effectively implement immunization recommendations. Patient-education materials are also provided by NIP to assist health care providers in educating parents, adolescents, and adults about the importance, benefits, and risks of immunization recommendations.

LISTENING, COMMUNICATING, AND EDUCATING

Many of NIP's activities involve communication and education. In the course of a typical year, NIP responds to thousands of calls from health care providers, members of the public, and the media for information about immunization recommendations, vaccines, and the latest information on vaccine benefits, risks, and use. In addition, NIP conducts satellite and in-person training courses, participates in immunization information and education campaigns; develops and distributes a variety of brochures, posters, and fact sheets; and manages a number of Web sites, including NIP's Web site at www.cdc.gov/nip

The National Immunization Program's communication and education efforts are guided by the interests, needs, and concerns of health care providers, members of the public, parents, state and local health departments, and other immunization-related partner organizations. Input from these groups is actively sought through surveys, focus group discussions, and meetings. In addition, NIP has an e-mail and telephone hotline system to provide fast, accurate answers to health care provider and public immunization-related questions and concerns.

Major Events of the Past Year *in Immunization Education and Information*

NATIONAL SPANISH-LANGUAGE CHILDHOOD IMMUNIZATION CAMPAIGN

The National Immunization Program continues to promote awareness of the childhood immunization recommendations among Spanish-speaking parents. 2002 marked the sixth consecutive year that NIP has conducted a nationwide, public service, immunization campaign to educate Hispanic parents about the importance of immunizing infants and young children.

In 2002, NIP once again contracted with Harrison, Maldonado Associates, Inc. (HMA), a multicultural communications firm, to help produce and market immunization messages to Spanish-speaking Hispanics via media outlets, health care providers, community leaders, and other culturally relevant venues. A Spanish-language public service campaign with the theme, *La Promesa* (The Promise), was developed and unveiled during National Infant Immunization Week at the National Hispanic Cultural Center in Albuquerque, New Mexico.

HMA worked with NIP to develop a television public service announcement (PSA) that was sent to 125 Spanish language television stations plus the UNIVISION and Telemundo television networks and a radio audio news release (ANR) that was sent to approximately 260 Spanish language radio stations. In addition, a full-color informational booklet on vaccines was produced, and ads were placed in popular national Spanish-language magazines.

The outcome was impressive. Nearly \$13 million was received in donated television media with the broadcast PSAs and ANRs reaching an audience of more than 34.5 million Hispanics in nearly 9.7 million households. In addition, Latina Magazine donated full-page ads for the months of August, September, October, and November. More than 50,000 Spanish-language Infant Immunization Posters and 1,900 Spanish-language infant immunization booklets were distributed to more than 150 community-based organizations and health care providers in 25 states.

As a result of this campaign, the toll free Spanish-language Immunization Hotline received 4,466 calls. A random sampling of calls received indicated that 66 percent of the callers learned of the hotline through materials developed for the 2002 Spanish-language campaign.

ADULT IMMUNIZATION: 2002–2003 INFLUENZA (FLU) CAMPAIGN

The National Immunization Program conducted the annual national public-education campaign to promote the benefits of the influenza vaccine and the most current influenza vaccination recommendations. Following two years that involved delays in vaccine production or distribution, the major manufacturers were able to produce and distribute a record supply of vaccine—95 million doses. Eighty-two million doses were delivered by the end of October.

Message

The ample supply of influenza vaccine allowed NIP to concentrate on promoting the benefits of the influenza vaccine for both children and adults and the most current Advisory Committee on Immunization Practices (ACIP) influenza vaccine recommendations. Household contacts of those at high risk of complications from influenza are now recommended to be among the first groups to be vaccinated each year. Also, while there was no official recommendation at this time, parents were reminded that very young children need this protection too because they have a higher risk of being hospitalized with influenza than older children and many adults.

Print Materials

Based on information from research conducted during the past two years, NIP developed a number of print materials in both English and Spanish. Health care providers were able to obtain these materials in multiple formats on the NIP Web site. For example, flyers and some of the posters were available in a format that could be downloaded to an office computer and inexpensively reproduced in black and white on an office copy machine. Health departments and other influenza vaccine

providers needing posters, color items, larger quantities, or higher quality reproduction could ask their commercial printers to visit the NIP Web site for the files necessary to produce these materials.

Primary Campaign—In mid-November a package of print materials was sent to 3,000 local, community, and state health departments, and to private providers. The providers were notified that these and many more materials were available for reproduction on the NIP Web site. Eight new posters and five new flyers were available for patient education, as well as buttons and a checklist for organizations that held mass vaccination clinics. In addition, providers could find and print a pediatric dosage chart to remind them of the correct dose for children.

"Catch-up" Campaign—In mid-November, a second set of print materials were distributed to 3,000 local, community, and state health departments. These materials were also sent to 3,000 pharmacists in states where pharmacists are allowed to administer the influenza vaccine. These posters and flyers encouraged those people who had not yet received the influenza vaccine to get a shot to protect themselves and their loved ones.

National Media Campaign

A national media campaign was launched in October 2002 to inform the public that there was an ample supply of vaccine available and to reinforce CDC's influenza immunization recommendations. The campaign began in October with a press conference and a media teleconference, followed by a second media teleconference in November. Between October 2002 and January 2003, three English and two Spanish video news releases as well as four English and three Spanish ANRs were produced and distributed, via satellite, to every major city in the country. Additionally, two suggested newspaper articles were distributed to every major newspaper in the country.



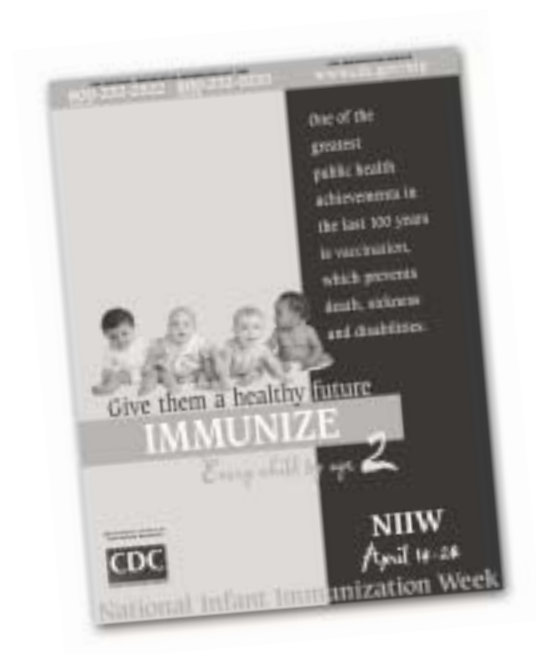
2002–03 Influenza Campaign posters, dosage chart, buttons and flyers

NATIONAL INFANT IMMUNIZATION WEEK

National Infant Immunization Week (NIIW) is celebrated each year in April. This week is devoted to calling attention to the importance of childhood immunization and to increasing immunization levels among children two years old or younger. Since 1993, dedicated people across the country have joined forces with state and local health departments, health care providers, and other partners to deliver this immunization message.

In 2002, the ninth annual observance of NIIW was kicked-off in Albuquerque, New Mexico with the *Make Every Visit Count* English-language campaign, which was created to help increase that state's childhood immunization rates. The Spanish language "*La Promesa*" ("The Promise") campaign was also launched. This campaign, which focused on young Hispanic mothers, put into words every parent's promise to their children: to love and protect their children against illness and pain.

Secretary Alex Valdez of the New Mexico Department of Health and Dr. Walt Orenstein, Director of the CDC National Immunization Program, met with physicians from throughout the state to discuss the childhood immunization problems they were encountering and to develop solutions. Dr. Orenstein also took part in activities that recognized and honored those physicians in New Mexico who had made outstanding achievements in childhood immunization.



Posters from 2002 NIIW Campaign

Significant Achievements in Immunization Education and Information

RESPONDING TO THE MEDIA

In the course of a typical year, NIP receives thousands of phone calls and e-mails from reporters and other members of the media. Reporters are interested in a wide variety of topics—from the latest updates to immunization recommendations, to new vaccine-related research findings, to the number or percentage of adults and children receiving a specific immunization.

A variety of materials are used to quickly and accurately respond to media requests for information. These include posting the latest immunization-related information on the NIP Web site, issuing scientific and program updates in the CDC *Morbidity and Mortality Weekly Report*, providing scientific and medical authorities for press conferences and briefings, and developing short documents that help journalists better understand immunization recommendations, scientific findings, and immunization issues. In addition, NIP contributed to the development of the second edition of the National Partnership for Immunization's *Reference Guide on Vaccines and Vaccine Safety*. This guide is a heavily used resource for members of the media, public health officials, and others interested in the specifics of vaccine safety who have questions about the value and safety of vaccines.

COMMUNICATIONS RESEARCH National Healthstyles Survey

The National Immunization Program worked with the social marketing firm, Porter Novelli, to include questions related to immunization in a national health survey. The Porter-Novelli survey relied on people's recall of their influenza immunizations, and the results may therefore overestimate the percentage of people who actually received an influenza immunization in the 2002–02 season. The figures used elsewhere in this book are from the Behavioral Risk Factor Surveillance System (BRFSS), which is used to provide official estimates of influenza vaccine use. The BRFSS checks physician and health care provider records to ensure greater accuracy.

Adult influenza and pneumococcal immunization

One set of questions was designed to help CDC learn more about older Americans' knowledge and use of influenza and pneumococcal polysaccharide vaccines. Both vaccines are recommended for people 65 years old and older, as well as people who have chronic illnesses. The survey found that slightly more than 77 percent of people 65 years old and older received influenza vaccine during the 2001–2002 influenza season, and that most senior citizens obtained their shots between September and November. Sixty one percent of respondents said they received their

influenza vaccination at the doctor's office or their health maintenance organization. In addition, about 72 percent of the senior citizens said they had received a pneumococcal vaccination.

Childhood influenza immunization

A second set of questions focused on influenza vaccination for children who are between 6 and 23 months of age or who are at high risk of complications from influenza. Twelve percent of parents of healthy children age 6 to 23 months said that, in the two months prior to the survey, they had heard that young children should receive the influenza vaccine each year. Almost fifteen percent reported their children had been offered the influenza vaccine the previous fall or winter. Almost 35 percent of the respondents who had children 6 months to 18 years of age who suffered from asthma reported their child was offered the influenza vaccine, and about 29 percent reported that their child received the vaccination.

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Racial and Ethnic Adult Disparities in Immunization Initiative Formative Research

In 2002, the National Immunization Program held a series of focus group discussions with Hispanic and African American seniors and in-depth interviews with physicians. This information is being used to help the five Racial and Ethnic Adult Disparities in Immunization Initiative (READII) sites develop programs, educational materials, and media campaigns promoting influenza and pneumococcal vaccination to Hispanic and African American seniors.

This research found that the focus group participants had fairly good knowledge of influenza and its symptoms. Regardless of race, gender, or geographic location, the most common reason for not getting an influenza vaccination was because the participants believed the vaccination could give them influenza. Participants were motivated by the concept of "protecting others," and the groups were most responsive to posters that showed photos of seniors with their families. Also, while the participants were more motivated by emotional appeals than by facts or statistics, they were impressed by the fact that about 36,000 people die each year from influenza. When asked about the pneumococcal vaccination, many people said they had not heard of it and did not know it was recommended for them. Almost none of the participants thought the vaccination would cause pneumonia, and most had fewer concerns about getting this vaccination than about getting the influenza vaccination.

National Primary Care Physician Immunization Survey

Parents and guardians rely on health care professionals, especially physicians, for information and guidance on childhood immunization recommendations. To assist physicians in responding to parents' immunization-related questions and concerns, NIP will be conducting an annual survey of pediatricians and family physicians for each of the next three years. This study, which will be carried out by the Gallup Organization, is designed to learn more about the types of immunization-related questions parents are asking physicians as well as how physicians answer these questions. The results of these surveys will assist NIP in developing new educational materials for physicians and parents. Phase 1 of this study is targeted for completion early in 2003, and phase 2 will begin later in 2003.

Assessment of Parents' Knowledge and Attitudes Towards Childhood Immunization

A survey was undertaken in 2001 to learn more about parents' attitudes and behaviors regarding immunizations and their beliefs regarding sources of immunization information. One of the major goals was to determine the kind of communication that is most effective in communicating with parents. The results, which were received in 2002, showed that parents wanted to know more about the benefits and risks of vaccines and were far more inclined to have their children vaccinated after reading a Vaccine Information Statement. It was learned, however, that one generic message may not work equally well for all parents. Rather, it is helpful to try to tailor information and education messages to the needs of specific audiences. This study also found that parents often get their immunization information from a variety of sources in addition to their health care providers and CDC.

ANSWERING QUESTIONS AND PROVIDING INFORMATION

Telephone—National Immunization Information Hotline

English: (800) 232-2522

Spanish: (800) 232-0233

TTY: (800) 243-7889

Both the general public and health care professionals frequently request immunization information and referral services from the National Immunization Information Hotline (NIIH). Trained specialists are available five days a week to offer up-to-date immunization information, send free publications, and to give referrals for many immunization resources such as clinics, coalitions, local and state programs, pharmaceutical companies, and many others. The National Immunization Program contracts with the American Social Health Association to provide this toll-free telephone service in both English and Spanish. To accommodate the deaf and hard of hearing, NIIH implemented both Tele-Typewriter (TTY) and American Sign Language services. The hotline has been extremely well received and responded to more than 111,000 calls in 2002—far more than could have been handled by NIP staff alone.

E-Mail—NIPINFO@cdc.gov

In 1995, the NIPINFO e-mail service was initiated to help answer immunization questions from doctors, nurses, and other health care providers. Most questions are answered the day they arrive, and all receive a response within 48 hours. The annual volume of messages has increased dramatically from 2,084 in 1998 to approximately 8,500 in 2002, which is about 30 a day.

NIP Website—www.cdc.gov/nip

In 2002, the NIP Web site continued to be upgraded and enhanced, and new ways to tap the potential for this powerful medium are being explored. The following are a few of the more notable additions and activities.

Listening—that is, receiving comments and questions: The NIP Web site is increasingly used to enable members of the public to send comments and suggestions about policy options. For example, the NIP Web site was used to solicit comments from the public about who should be recommended to receive smallpox vaccine. This was the first time a CDC Web site had been used for this purpose, and the comments received were helpful in shaping the policy. In addition, two online surveys were conducted to get more information on influenza vaccination practices and use by state health departments.

Personalized Childhood Vaccine Schedule

—One of the most notable additions to the NIP Web site in 2002 was an interactive program that helps parents create a personalized immunization schedule for their child or children. Using their child's birth date, parents can get a personalized immunization schedule for any child younger than five years of age. This service, which is also available in Spanish, is privacy-protected; none of the information is recorded or stored.

Vaccine Shortages and Delays—In response to the vaccine shortages and delays, a section was added that provides weekly updates on vaccine supplies and the outlook for selected vaccines.

Web-user Study—In the fall of 2002, a study was conducted by the Oakridge Research Institute for Science and Education to determine how the NIP Web site can be improved (that is, made more user-friendly) for health care providers, the public, and the visually impaired. The goals of the study were to evaluate how easy it was for readers to find what they wanted

on the site, identify gaps in content and organizational structure, and discover additional needs and goals for current and potential audiences. The results of the study will be available in 2003 and will be used to further improve the site.

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NIP Website—
www.cdc.gov/nip

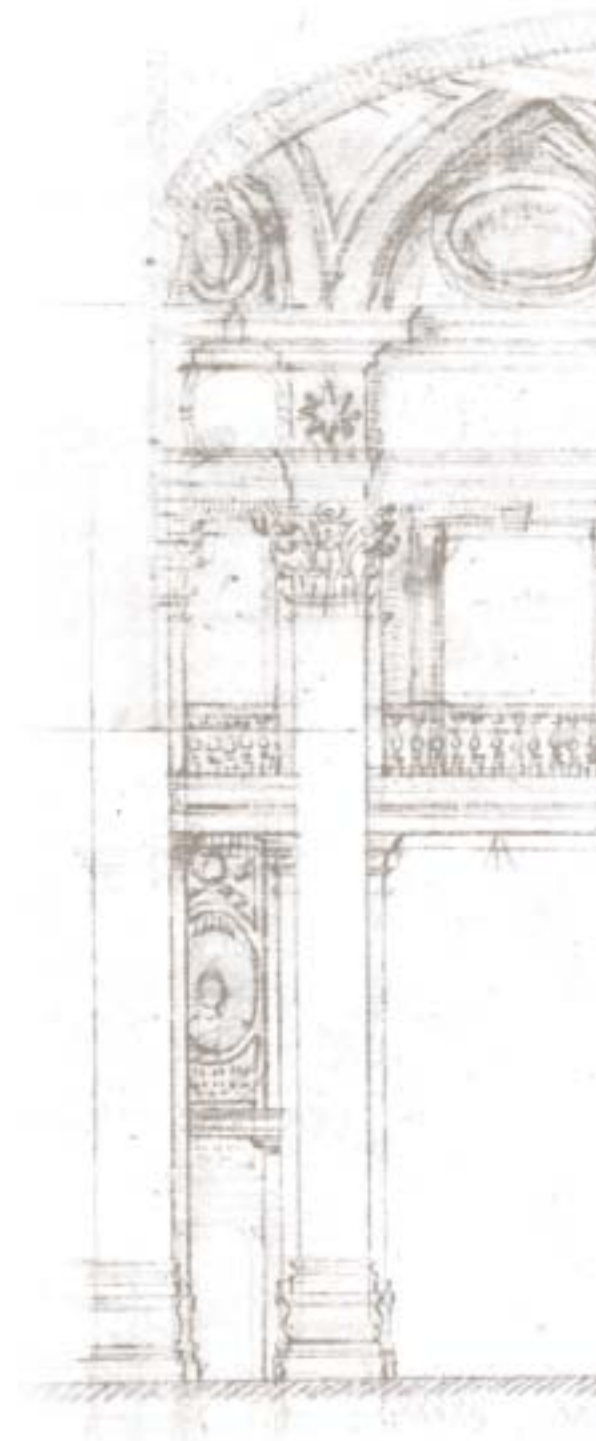
Print and Electronic Publications

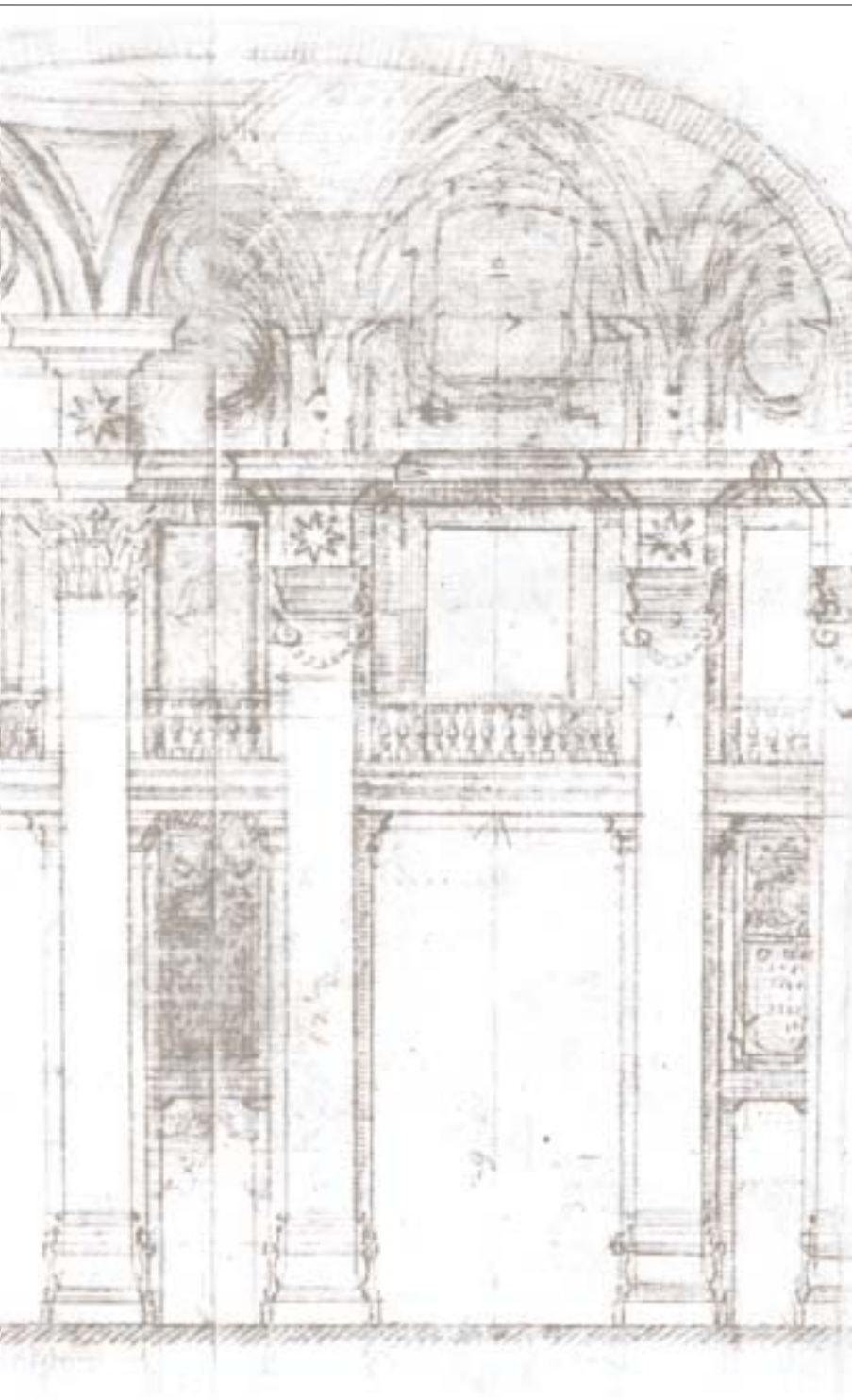
The National Immunization Program provides immunization-related educational materials in a variety of print and electronic formats. Materials can be requested via phone, fax, mail, and e-mail, and many can be accessed directly from the NIP Web site. A variety of immunization education materials and training materials can be ordered through the NIP online ordering system at www.cdc.gov/nip/publications. The National Immunization Program's immunization education materials include

- ▶ ***Fact sheets, brochures, and question and answer documents*** on a variety of subjects, including immunization recommendations, vaccine safety, registries, and the Vaccine for Children program
- ▶ ***Clinical books and materials***, such as the *Epidemiology and Prevention of Vaccine-Preventable Diseases* (better known as the "Pink Book") which is the major public health immunization reference source
- ▶ ***Patient education materials*** on topics of current interest, including Vaccine Information Statements, recommendations for influenza vaccination (flu shots), vaccine safety issues, and childhood and adult immunizations concerns
- ▶ ***Video tapes of immunization-related health care provider training***
- ▶ ***Computer-based and Web-based self-study courses***
- ▶ ***CD ROMs for health care provider education***

Traveling Exhibit

The National Immunization Program's traveling exhibit is used to help inform health care providers and consumers about immunization recommendations, policies, resources, and scientific findings. Through this exhibit, NIP promotes its Web site, publications, training programs, and many other resources. Brochures are also provided on a variety of immunization topics, and new brochures are developed on an ongoing basis to highlight new and emerging immunization issues. In 2002, NIP used this exhibit to communicate with more than 20,000 individuals through 12 meetings and conferences, such as the American Public Health Association Conference, the American Academy of Pediatrics Conference, and the American Academy of Nurse Practitioners Conference.





HEALTH CARE PROVIDER EDUCATION

The National Immunization Program offers health care provider training through satellite, remote audio, Internet and land-based courses, speaker presentations, and grand rounds. In addition, immunization modules are presented in medical residency programs as well as in medical and nursing school curricula. In 2002, NIP staff delivered more than 200 talks at conferences and meetings, four land-based courses, three satellite broadcasts (including a newly-developed course on the practical aspects of providing vaccinations), and a newly-developed webcast on the WIC/immunization collaboration. Nearly 100,000 professionals participated in these training courses, about one fourth of whom were awarded continuing education credit such as Continuing Medical Education, Continuing Nursing Education, and Continuing Education Units (CEU). In addition, NIP distributed approximately 20,000 copies of the CD-ROM, *Increasing Vaccination Rates: What Works* and 15,000 copies of the CD-ROM, *Immunization Works*. These were distributed to a variety of individuals including health care providers, health departments, academicians, and others interested in immunization.

Each year, NIP sponsors numerous conferences where public and private sector health care professionals from all parts of the country and the world come together to share ideas, programs, policies, research, and new technologies in immunization. In 2002, NIP sponsored three major conferences and about 25 smaller meetings.

National Immunization Conference

The 2002 National Immunization Conference was held in Denver, Colorado and co-sponsored by the Centers for Medicare and Medicaid Services, the CDC Foundation, and the Task Force for Child Survival and Development. Almost 1,500 people from throughout the world attended this conference, which focused on immunization policy, reaching underserved populations, adult and adolescent immunization, vaccine safety, and immunization programs. Over 90 workshops were offered and a special plenary session addressed bioterrorism preparedness. For the first time, abstract submission and review as well as the awarding of continuing education credits were all conducted online.

National Immunization Registry Conference

The 2002 National Immunization Registry Conference was held in Philadelphia, Pennsylvania. At this meeting, people interested in developing and increasing the use of immunization information systems (registries) were able to share information, programs, and innovative technologies. About 480 community, state, federal, and private sector immunization partners came from all parts of the country to actively build support for registries and collaborate on new ways to use information technology to identify children in need of recommended vaccinations, improve the ability of doctors and nurses to stay up to date on immunization recommendations, and help health departments increase childhood and adult immunization rates and programs.

National Conference on Immunization Coalitions

The 2002 National Conference on Immunization Coalitions was held in San Antonio, Texas, and was co-sponsored by CDC, Centers for Medicare and Medicaid Services, Children's Healthcare of Atlanta, and several vaccine manufacturers. More than 300 people from across the country participated. Participants included community leaders, coalition leaders, private sector partners, and public health specialists. Workshop topics focused on reducing racial disparities in immunization, increasing community concern and involvement in immunization efforts, raising funds to support immunization programs and activities, developing partnerships, evaluating the effectiveness of immunization efforts, and improving parent and patient immunization education materials.

Success Story

LISTENING, COMMUNICATING, AND EDUCATING

Influenza Vaccine Promotion Expanded

Vaccine manufacturers produced and distributed record amounts of influenza vaccine in 2002. This gave NIP the opportunity to expand the annual campaign to educate the public about the value of influenza immunization and to encourage influenza immunization. The 2002 campaign was launched in two phases. The first phase, which promoted the benefits of the vaccine and the current CDC recommendations, included the largest selection of print materials ever provided—eight posters and five flyers in both English and Spanish. Health departments across the country were notified that materials could be obtained directly from the NIP Website. These materials were in formats that they could reproduce themselves using their office equipment, or have their commercial printers reproduce.

The second phase was launched in November. At this time, those people who had not yet received the vaccine were reminded that it was not too late to get this valuable protection. Health departments were again notified that these materials were also available on the NIP Web site in two languages. In addition, for the first time, pharmacists were included in the mailings and notifications.

The 2002 influenza campaign was supported by press conferences and media teleconferences.

Future and Continuing Activities in Immunization Education and Information

- ▶ Further increase parent and public awareness and knowledge about immunization recommendations, vaccine benefits and risks, and immunization-related education and information resources.
- ▶ Continue to develop, test, and distribute immunization information and education materials designed specifically to meet the needs and interests of Hispanic, African-American, Native American, and Asian American parents.
- ▶ Further improve the National Immunization Program Web site by adding more content and materials designed for specific audiences, such as health care professionals, partners, and the public.
- ▶ Expand the number and types of immunization education materials that are available for the public and health care professionals, including Spanish-language materials.
- ▶ Collaborate with vaccine safety experts to improve vaccine benefit-risk communication, including parent and health care professional education, through communication research and partnerships.
- ▶ Enhance the National Immunization Information Hotline and NIPINFO systems so they can respond to the large number of requests for referral information on new and emerging immunization topics and issues.
- ▶ Continue to develop and expand immunization-related training and materials for health care professionals.